

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM318374

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IPI, Inc.		09/30/2014	CORPORATION:
RECEIVING PARTY DATA			
Name:	Event Photography Group, Inc.		
Street Address:	245 Chesterfield Industrial Boulevard		
City:	Chesterfield		
State/Country:	MISSOURI		
Postal Code:	63005		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3719573	MY SANTA EXPERIENCE	
CORRESPONDENCE DATA			
Fax Number:	4048359450		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4048359508		
Email:	cmclendon@lwglaw.com		
Correspondent Name:	Cynthia McLendon		
Address Line 1:	1201 Peachtree St, Suite 1501		
Address Line 2:	Ledbetter Wanamaker Glass LLP		
Address Line 4:	Atlanta, GEORGIA 30361		
NAME OF SUBMITTER:	John Kampschroeder		
SIGNATURE:	/John Kampschroeder/		
DATE SIGNED:	09/30/2014		
Total Attachments: 2			
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source=IPI Assignment#page2.tif			

OP \$40.00 3719573

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, IPI, Inc., an Ohio corporation d/b/a Angelo & Hardin LLC ("**Assignor**"), with a current address of 26069 Springer Cemetery Road, Hockley, TX 77447 and with a former address of 11950 Grant Road, Cypress, TX 77429, has adopted, used, and is using the mark listed on **Schedule A** attached hereto, which is registered on the Federal Register of the United States Patent and Trademark Office (the "**Mark**");

WHEREAS, Event Photography Group, Inc., a Delaware corporation ("**Assignee**"), with an address of 245 Chesterfield Industrial Boulevard, Chesterfield, MO 63005, is acquiring the Mark and any registration thereof;

NOW, THEREFORE, to reflect and evidence the assignment of the Mark, Assignor does hereby assign to Assignee all right, title, and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and any registration thereof.

IN WITNESS WHEREOF, the undersigned have caused this Assignment of Trademark Registration to be executed as of September, 30, 2014.

ASSIGNOR:

IPI, Inc.

By: 

Name: John Kampschroeder
Title: Vice President

ASSIGNEE

Event Photography Group, Inc.

By: 

Name: John Kampschroeder
Title: Chief Financial Office

SCHEDULE A

<u>Mark</u>	<u>Type</u>	<u>Registration Number</u>	<u>Registration Date</u>
My Santa Experience	Federal	3719573	December 1, 2009